NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base Full Year 1994	46.16	28.89	16.48	6.46	1.87
April 1995 (YTD)	47.55	27.37	16.28	6.87	1.76
	1.39	**(1.52)**	**(0.20)**	**0.41**	**(0.11)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base Full Year 1994	68.43	31.49	24.29	7.20
April 1995 (YTD)	70.46	29.54	22.97	6.57
	2.03	**(1.95)**	**(1.32)**	**(0.63)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base Full Year 1994	28.57	8.95	6.00	1.07	4.35
April 1995 (YTD)	30.67	8.90	5.80	1.10	4.50
	2.10	**(0.05)**	**(0.20)**	**0.03**	**0.15**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base Full Year 1994	3.94	3.12	3.92	1.39	0.63
April 1995 (YTD)	4.19	3.04	3.84	1.31	0.60
	0.25	**(0.08)**	**(0.08)**	**(0.08)**	**(0.03)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base Full Year 1994	4.56	1.80	0.40	4.72	1.09	1.21	1.89	1.00	4.83
April 1995 (YTD)	4.56	1.66	0.35	4.89	1.21	1.00	1.24	0.59	5.27
	0.00	**(0.14)**	**(0.05)**	**0.17**	**0.12**	**(0.21)**	**(0.65)**	**(0.41)**	**0.44**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base Full Year 1994	1.55	3.85	1.07	0.52
April 1995 (YTD)	1.17	3.63	1.05	0.72
	(0.38)	**(0.22)**	**(0.02)**	**0.20**

Note: B & W and American are being reported as a combined company as of 1995 with all brands from both companies included.
Back data reflects the combined performance of the companies.

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Source: Nielsen Integrated Panel.
Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/lggn0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base 4th Quarter 1994	46.37	28.33	16.61	6.76	1.81
April 1995 (QTD)	47.75	27.16	16.13	6.99	1.77
	1.38	**(1.17)**	**(0.48)**	**0.23**	**(0.04)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base 4th Quarter 1994	69.46	30.54	23.78	6.75
April 1995 (QTD)	70.76	29.24	22.83	6.41
	1.30	**(1.30)**	**(0.95)**	**(0.34)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base 4th Quarter 1994	29.43	8.87	5.95	1.15	4.39
April 1995 (QTD)	30.89	8.91	5.73	1.13	4.58
	1.46	**0.04**	**(0.22)**	**(0.02)**	**0.19**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base 4th Quarter 1994	4.09	3.14	3.91	1.36	0.61
April 1995 (QTD)	4.29	3.05	3.79	1.32	0.59
	0.20	**(0.09)**	**(0.12)**	**(0.04)**	**(0.02)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base 4th Quarter 1994	4.48	1.72	0.38	4.99	1.20	1.35	1.60	0.76	4.99
April 1995 (QTD)	4.60	1.62	0.34	5.02	1.23	0.91	1.13	0.53	5.25
	0.12	**(0.10)**	**(0.04)**	**0.03**	**0.03**	**(0.44)**	**(0.47)**	**(0.23)**	**0.26**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base 4th Quarter 1994	1.23	3.70	1.12	0.70
April 1995 (QTD)	1.15	3.51	1.09	0.67
	(0.08)	**(0.19)**	**(0.03)**	**(0.03)**

Note: B & W and American are being reported as a combined company as of 1995 with all brands from both companies included.
Back data reflects the combined performance of the companies.

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Source: Nielsen Integrated Panel.
Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/lggn0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	Lorillard	Liggett
Base December 1994	46.92	27.67	16.77	6.78	1.72
March 1995 (1MM)	47.75	27.16	16.13	6.99	1.77
	0.83	**(0.51)**	**(0.64)**	**0.21**	**0.05**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base December 1994	69.91	30.09	23.41	6.68
April 1995 (1MM)	70.76	29.24	22.83	6.41
	0.85	**(0.85)**	**(0.58)**	**(0.27)**

MAJOR BRANDS	Marlboro	PM QPB	Winston	Select	Camel
Base December 1994	29.97	8.95	5.81	1.07	4.35
April 1995 (1MM)	30.89	8.91	5.73	1.13	4.58
	0.92	**(0.04)**	**(0.08)**	**0.06**	**0.23**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base December 1994	4.11	3.15	3.92	1.35	0.61
April 1995 (1MM)	4.29	3.05	3.79	1.32	0.59
	0.18	**(0.10)**	**3.05**	**(0.03)**	**(0.02)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base December 1994	4.47	1.75	0.36	4.76	1.21	1.38	1.45	0.68	5.07
April 1995 (1MM)	4.60	1.62	0.34	5.02	1.23	0.91	1.13	0.53	5.25
	0.13	**(0.13)**	**(0.02)**	**0.26**	**0.02**	**(0.47)**	**(0.32)**	**(0.15)**	**0.18**

PRIVATE LABEL	PM	RJR	Liggett	B & W
Base December 1994	1.17	3.70	1.04	0.76
April 1995 (1MM)	1.15	3.51	1.09	0.67
	(0.02)	**(0.19)**	**0.05**	**(0.09)**

Note: B & W and American are being reported as a combined company as of 1995 with all brands from both companies included.
Back data reflects the combined performance of the companies.

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Source: Nielsen Integrated Panel.
Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/lggn0004